

002077 SEE 80/60

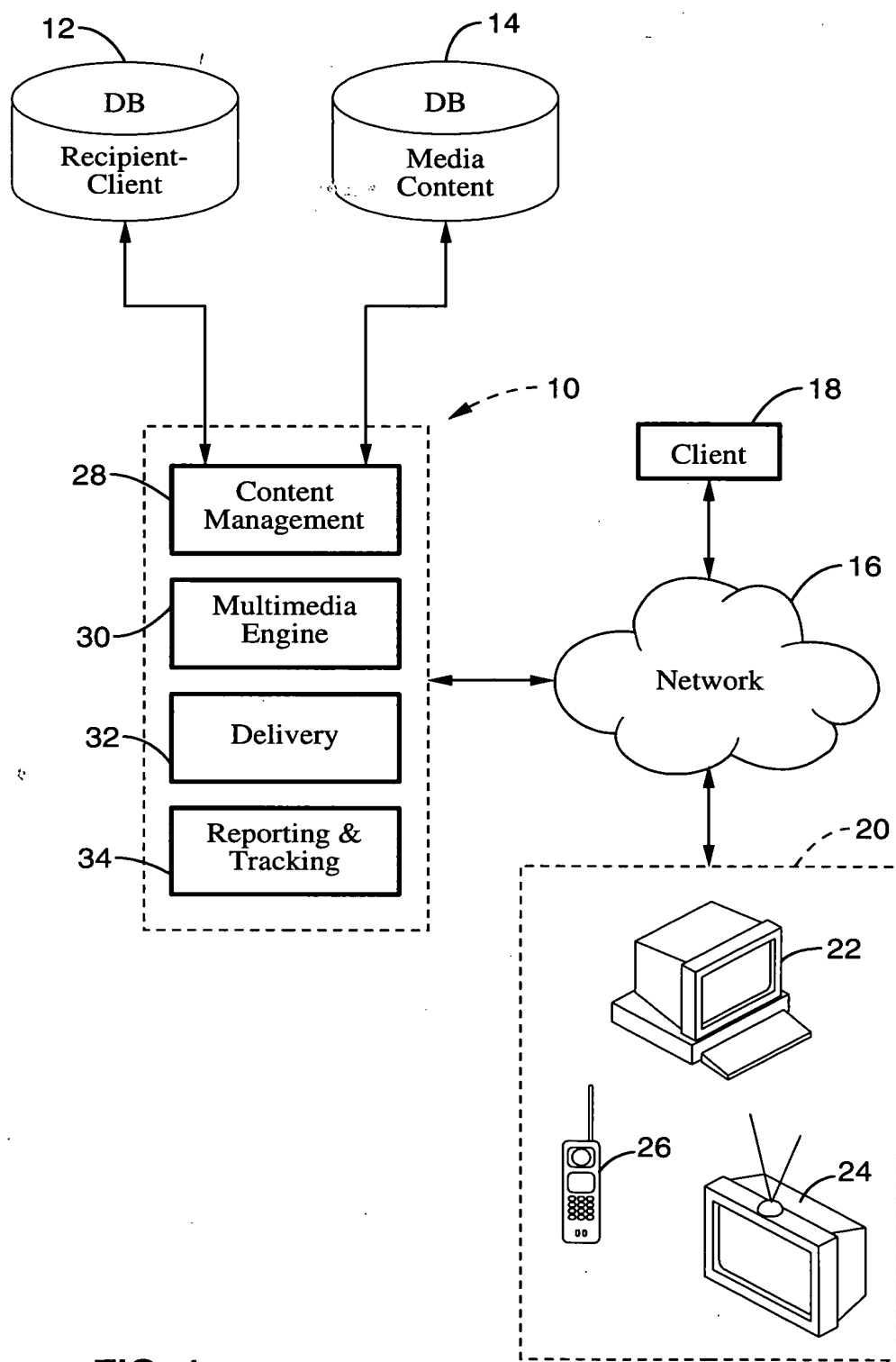


FIG. 1

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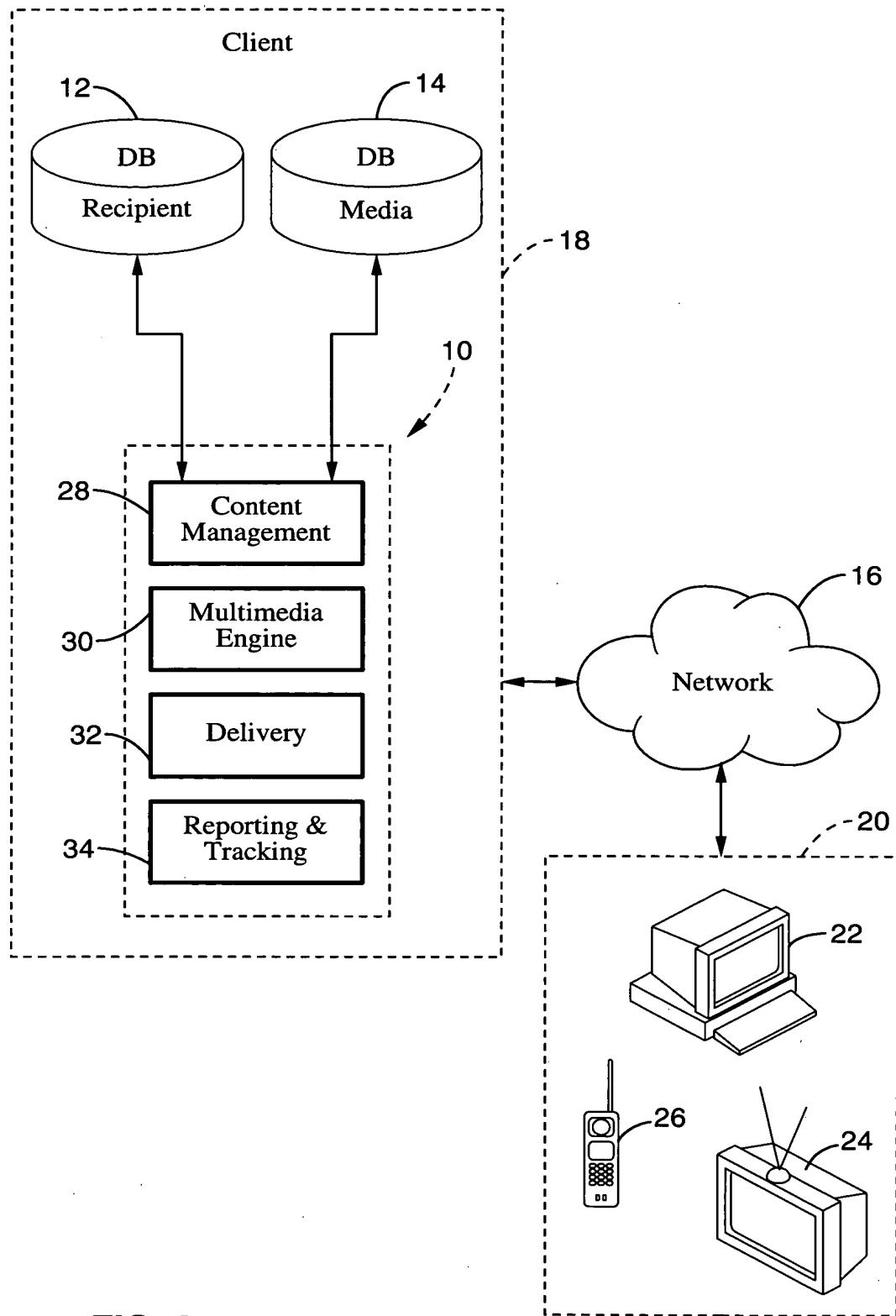
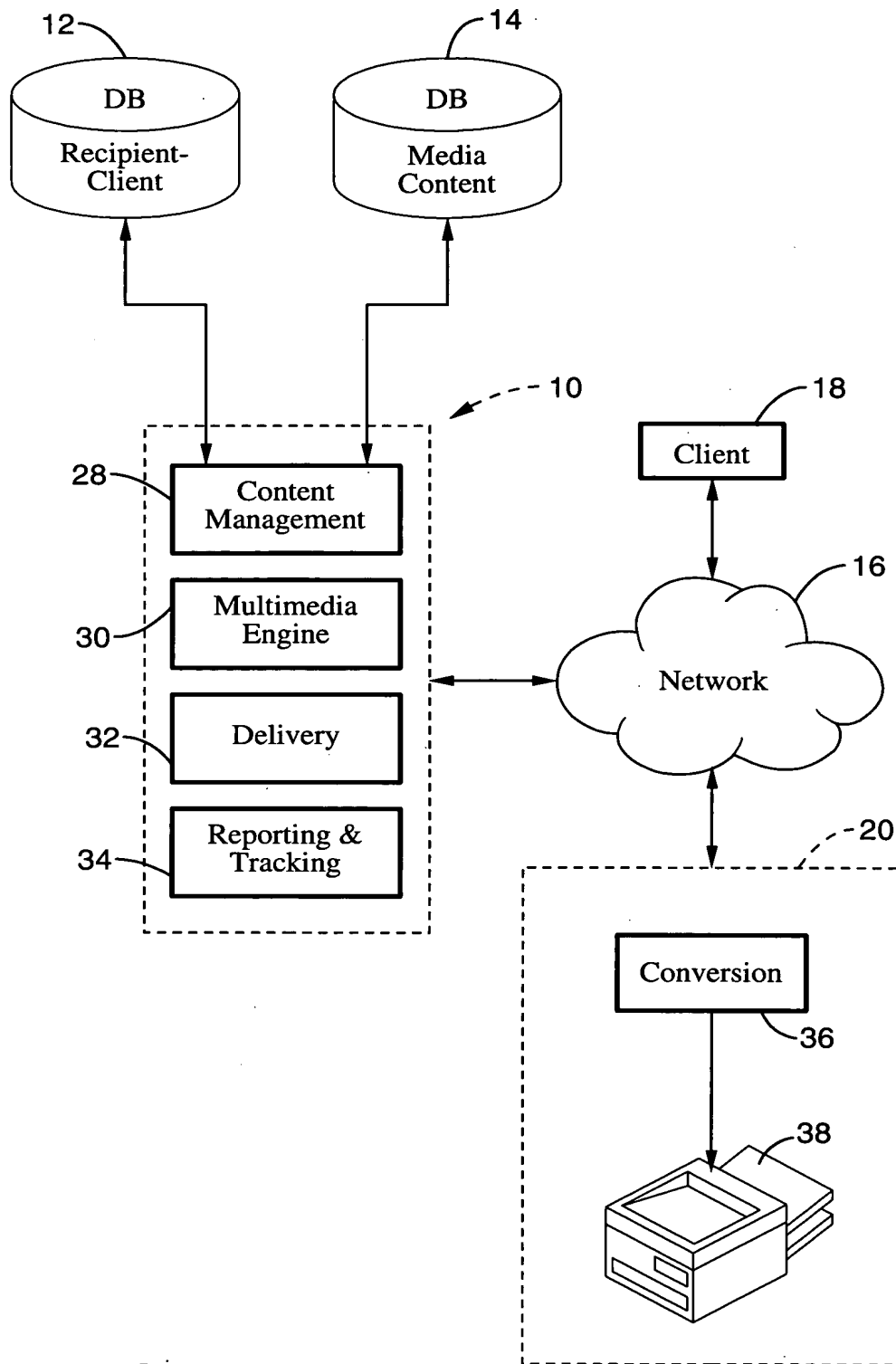


FIG. 2



**FIG. 3**

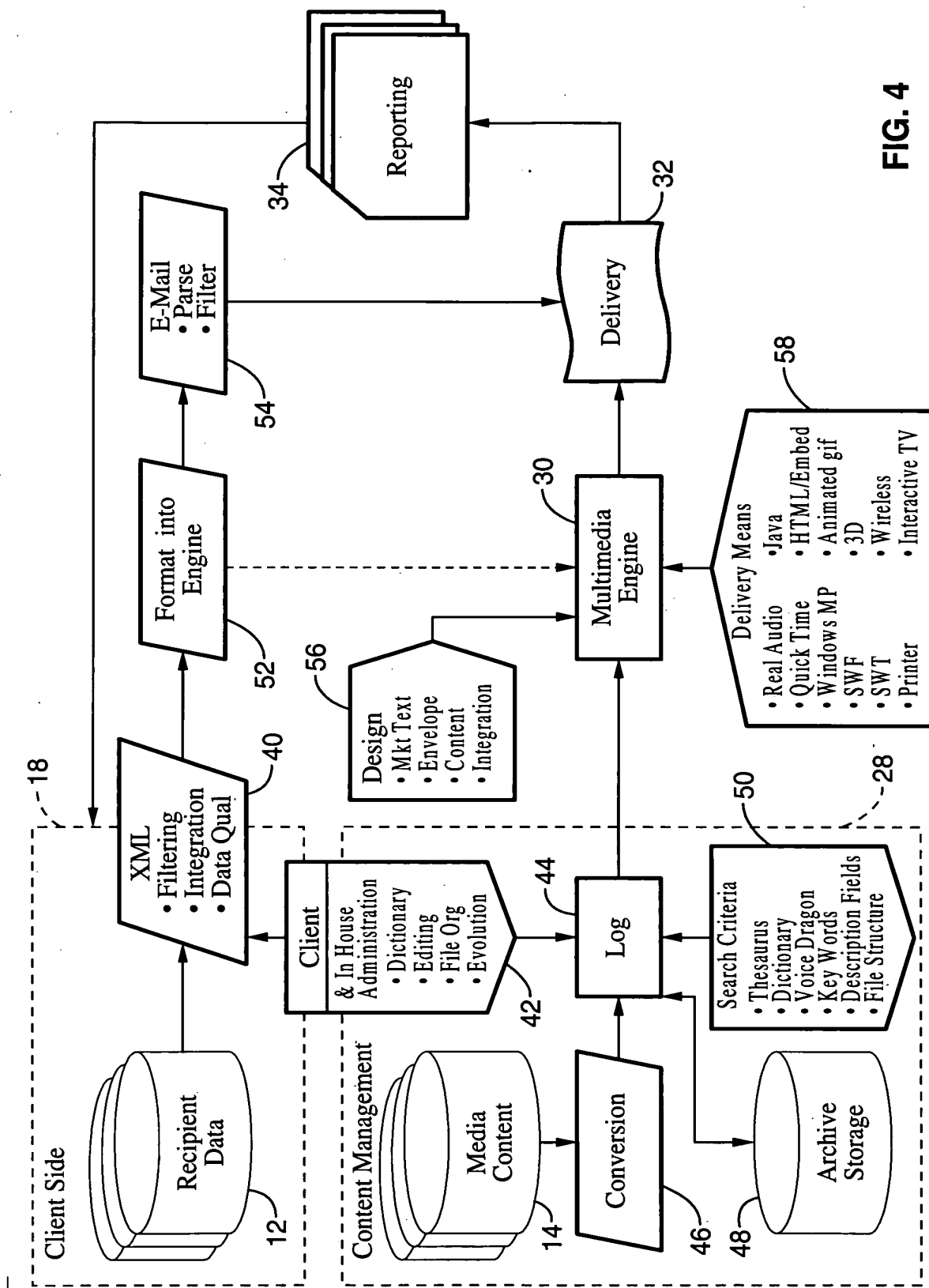
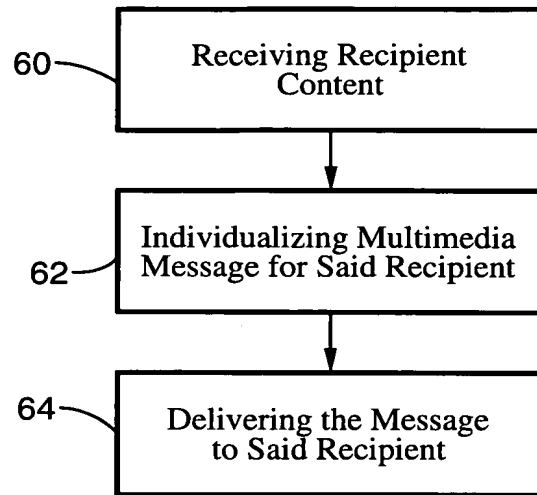


FIG. 4

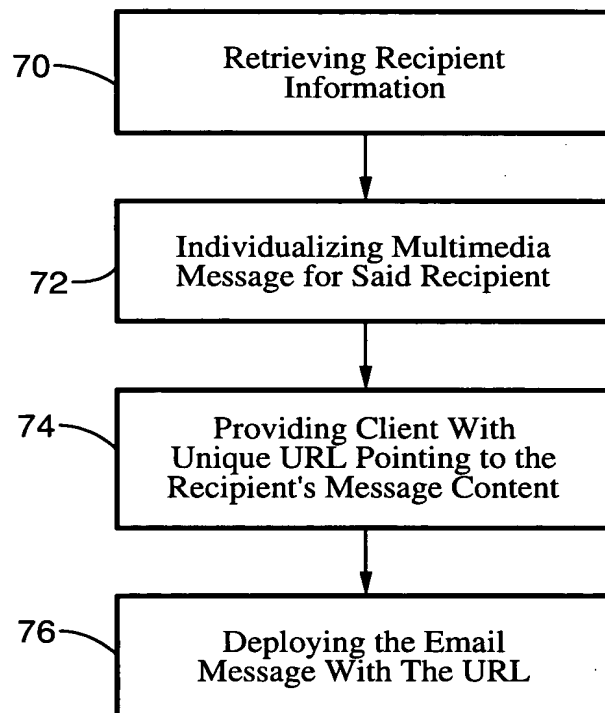
Solution	Purpose	Optional Features	Media Files	Individualization Elements (Max)	Data Treatment
Promotional Commercial	Branding, Promotional, Traffic	<ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Word-Of-Mouth</li> <li>• Dynamic Coupon</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 200 K	Graphics/Text... /Audio Elements: 3 Dynamic Links: 5	Min Recipients: 250K Data Lists: 5 List Segments: 5
Direct Sales Commercial	Sales of Single Item or Offer	<ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Word-Of-Mouth</li> <li>• Dynamic Coupon</li> <li>• Advanced Tracking</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 200 K	Graphics/Text... /Audio Elements: 3 Dynamic Links: 5 Merchandise Items*: 1	Min Recipients: 50K Data Lists: 5 List Segments: 5
Direct Sales Catalog	Sales of Multiple Items	<ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Word-Of-Mouth</li> <li>• Dynamic Coupon</li> <li>• Advanced Tracking</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 500 K	Graphics/Text... /Audio Elements: 3 Dynamic Links: 5 Merchandise Items*: 10	Min Recipients: 50K Data Lists: 10 List Segments: 10
Dynamic Newsletter	Branding and Customer Relationship Management, Advertising Sales	<ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Word-Of-Mouth</li> <li>• Dynamic Coupon</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 200 K	Graphics/Text... /Audio Elements: 3 Dynamic Links: 15	Min Recipients: 250K Data Lists: 5 List Segments: 5
ASP Demo Hosting	Sales and Promotional Tool	<ul style="list-style-type: none"> <li>• Preview</li> <li>• Forward</li> <li>• Tracking and Reporting</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 200 K	Graphics/Text... /Audio Elements: 5 Dynamic Links: 15	Min Recipients: None Data Lists: 5 List Segments: 5

FIG. 5

**SECRET**



**FIG. 6**



**FIG. 7**

```
graph TD; 80[80: Increment a Recipient Pointer] --> 82[82: Initializing a Message Creation Script]; 82 --> 84[84: Instantiating a New Blank Message]; 84 --> 86[86: Retrieving Information for Recipient]; 86 --> 88[88: Create Content Query Based on Recipient Data Point as Parameter]; 88 --> 90[90: Retrieve Media Segment and Assemble into Message]; 90 --> 92[92: Increment Message Creation Script]; 92 --> 94{94: Script Completed?}; 94 -- Yes --> End([End]); 94 -- No --> 86;
```

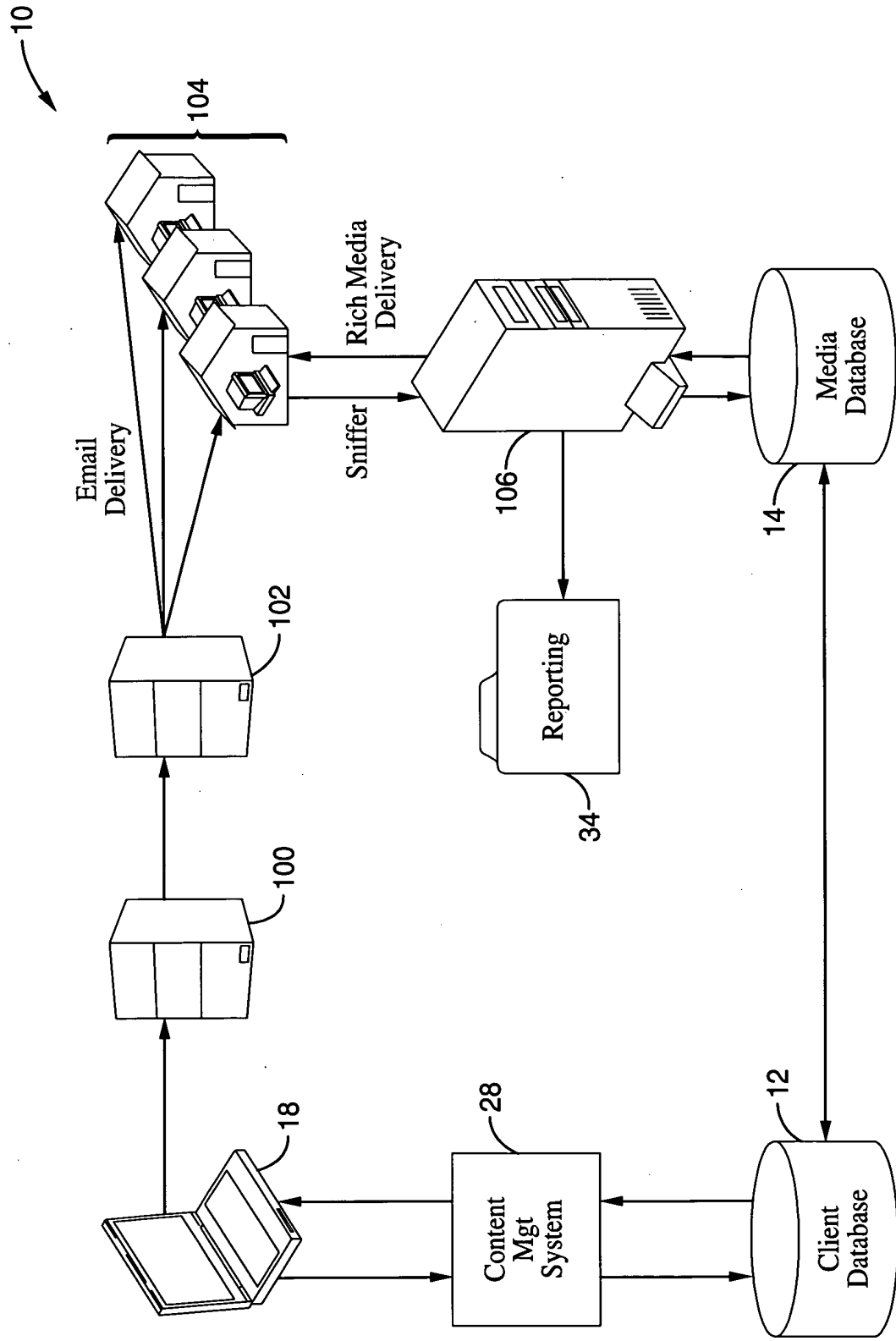


FIG. 9



The Bin

110

File Name: \_\_\_\_\_

Keyword: \_\_\_\_\_

112

114

Done

116

Upload

118

120

Next

FIG. 10

The screenshot shows a web browser window with a header area containing a globe icon and the text "DynamicsDirect.com". Below the header is a form with three input fields labeled "File Name", "Keyword", and "Description". A "Submit" button is located to the right of the "Description" field. The entire form is enclosed in a rectangular border. Reference numerals 130, 132, 134, 136, and 138 point to the header area, the "File Name" field, the "Keyword" field, the "Description" field, and the "Submit" button, respectively.

130

132 File Name

134 Keyword

136 Description

Submit 138

FIG. 11

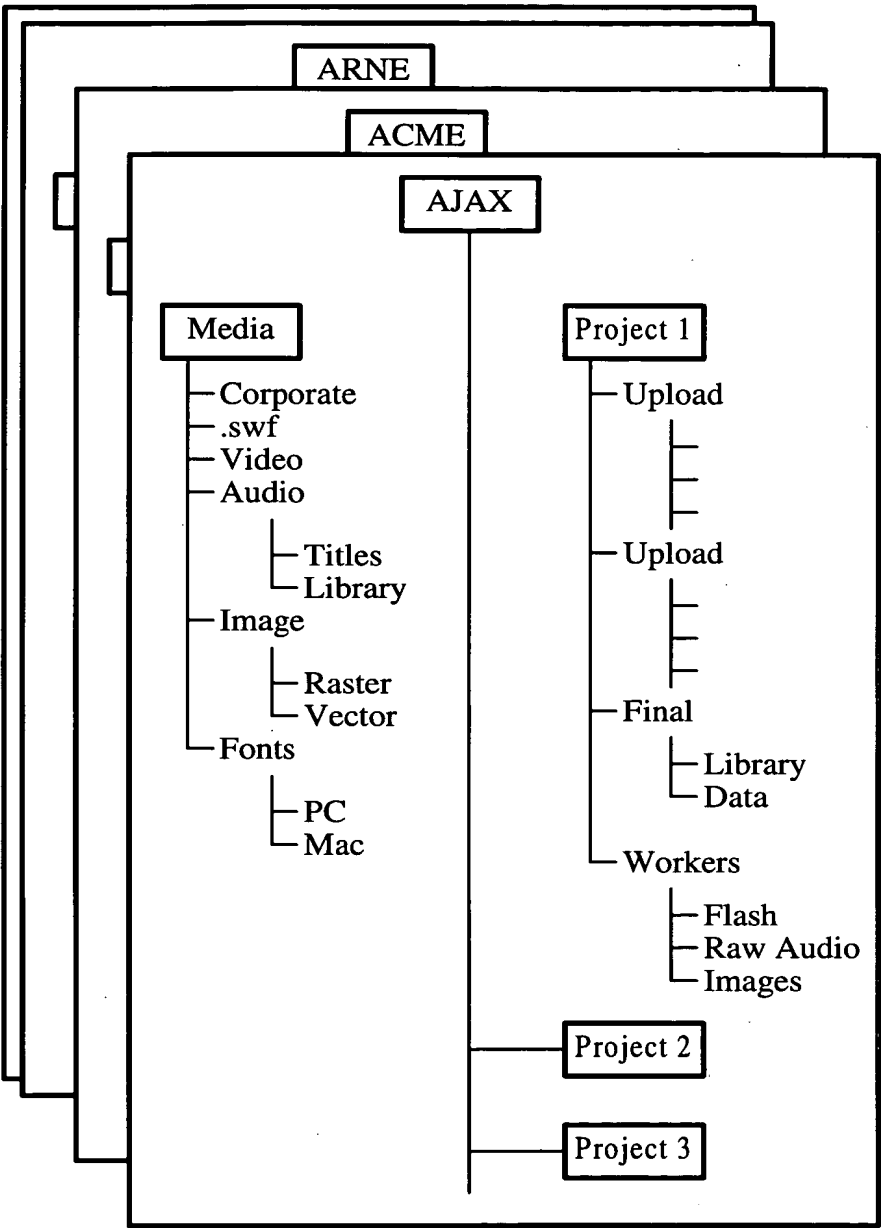
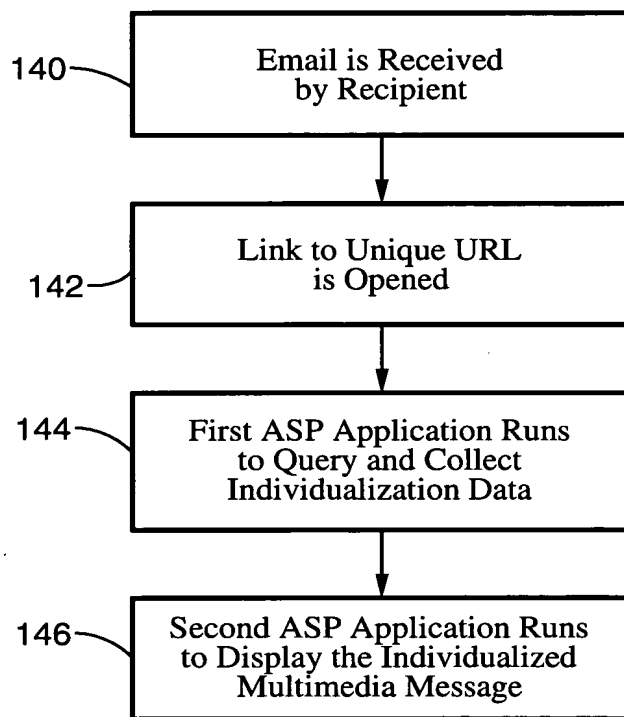
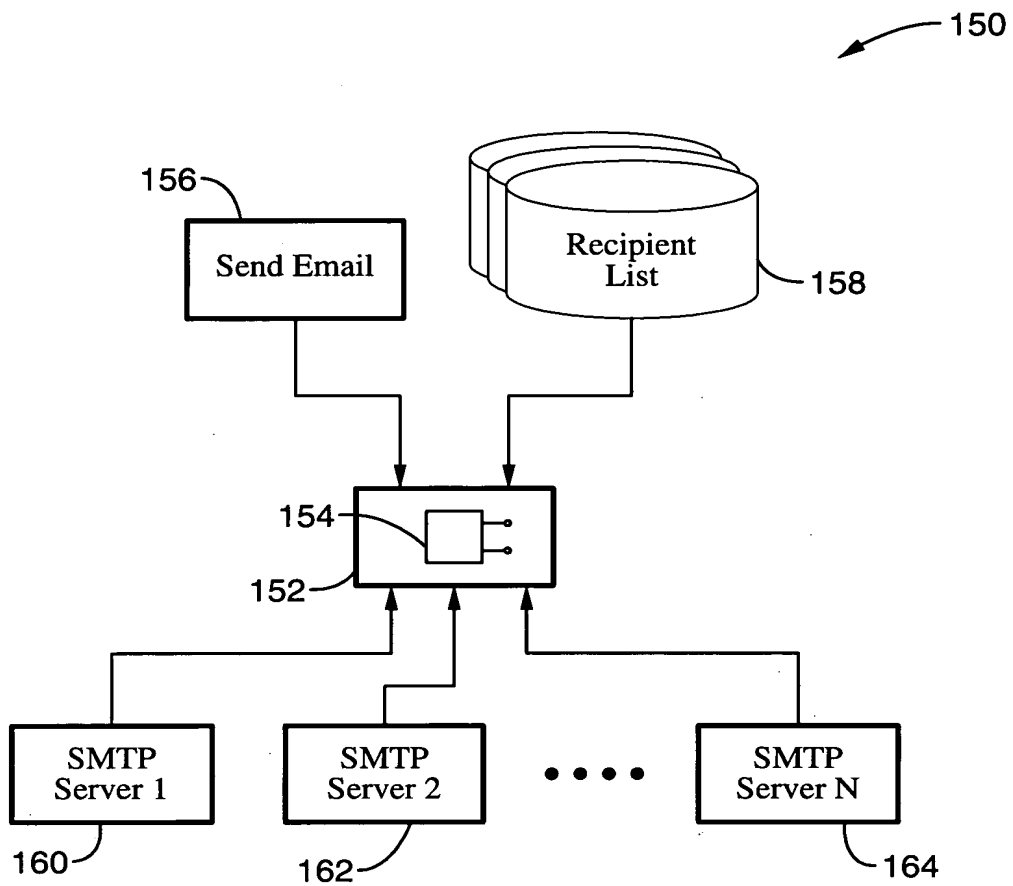
[illegible]

FIG. 12





**FIG. 14**



**FIG. 15**